



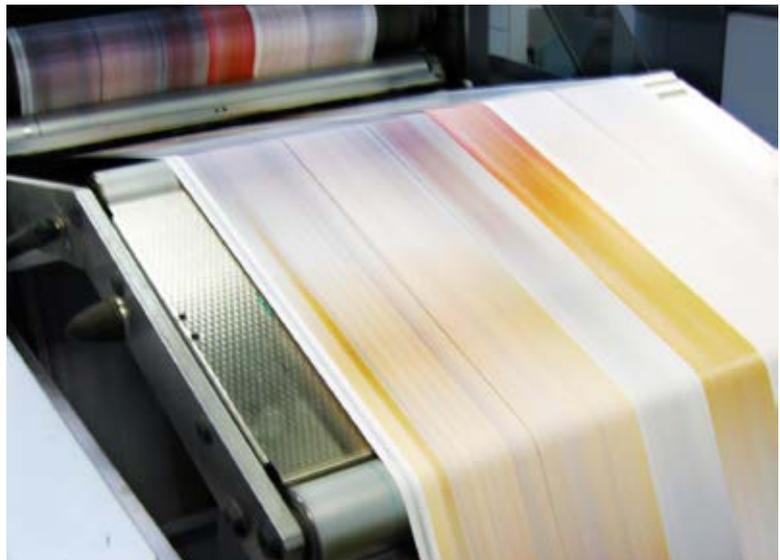
Epicor Success Story

Karangkraf Media Group

Epicor ERP helps leading Malay Media Group gain better access to business insight and support growth

Company Facts

- ▶ Location: Malaysia
- ▶ Sector: Services
- ▶ Number of employees: 1,200
- ▶ Website: www.karangkraf.com



Success Highlights

Challenges

- ▶ Previous system had become too rigid and couldn't support company growth
- ▶ Home-grown system could no longer support the company's need for flexible business processes
- ▶ Lack of access to relevant business data
- ▶ Data duplication had become a major issue

Solution

- ▶ Epicor ERP

Benefits

- ▶ Saved the equivalent of 50 man-days after organising internal business data
- ▶ User-friendly interface increased ease of data entry and access
- ▶ Data syncing across several branches enables improved management and enhances decision-making
- ▶ Supports printing industry requirements

Karangkraf Media Group (Karangkraf) is the largest and one of the most successful bumiputera-owned publishers in Malaysia. The publisher started up in 1978, when founder Dato' (Dr.) Hussamuddin Bin Hj. Yaacob established a small publishing business and produced his first publication: Mingguan Kanak-kanak.

Now, with precision and perseverance, the company has established its reputation as the undisputed leader in a challenging and evolving media industry, housing four key business groups and 20 magazine titles, and acting as the home to the fastest growing Malay daily, Sinar Harian.

Karangkraf's printing division, known as Ultimate Print, firstly utilised the print-specific enterprise resource planning (ERP) solution, Masterprint in 1990.

"Although Masterprint was designed for the printing industry, we found it unsuitable for our business needs as it was too rigid to suit our business here in Malaysia," says Syamil Fahim Bin Mohamed Fahim, chief operating officer for Karangkrak Media Group Sdn Bhd.

As the company continued to expand, the system became increasingly irrelevant. With this in mind, Karangkrak decided to stop using the system and instead operated manually without any computerisation. After working out that keeping data manually is a tedious and ineffective task, Karangkrak then implemented a home-grown system developed by their in-house IT team.

Though they were able to tailor it to their specific needs, the home-grown system soon created new challenges and left many gaps within the organisation. The company was faced with a lack of access to business data as each department was inputting data differently, often duplicating important figures, resulting in the departments being out of sync. It was a huge challenge to resolve this issue as the IT personnel couldn't understand the challenges and issues of the on-ground staff in its large printing department.

As Ultimate Printing, Karangkraf's business flourished from a RM10 million company to an RM200 million company, its management team decided they needed to raise their business procedure standards. With this in mind, Karangkraf began to search for an ERP system that would enable them to adhere to a higher level of operational standard.

Karangkraf opted for the Epicor ERP solution because they felt it was best placed to deliver efficiency, reliability, mobility, and cost-effectiveness through its user-friendly interface.

With a more efficient and disciplined business management system in place, Karangkraf's Ultimate Print can now configure business processes accurately at just a push of a button. Business data is now organised with utmost consistency and can easily be accessed anytime. A few months after implementing Epicor ERP software, the company calculated that they had saved the equivalent of 50 working days when it came to compiling and

analysing data, and about RM80,000 compared to their in-house system.

Syamil explains, "We are now empowered with the tools to enable us to make precise and well-informed decisions and access real-time data from all three departments both on-site and on mobile devices."

The user-friendly and neat interface of Epicor ERP enables the company to input data more accurately and consistently. The calculation method used is suitable for the printing industry needs. This promotes accuracy and reliability as compared to previous systems.

Rohaidah Zolkefli, manager for the logistics and ERP department for Ultimate Print says, "The ERP system also helps our staff be more disciplined when it comes to ensuring that all information is standardised and in line with the industry's requirements. We now have better control of our remote branches in Shah Alam, Penang, and Kota Bharu, as they can easily sync all data configuration and admissions."

Syamil concludes, "After the acclimatisation period, we will look to implement modules such as business intelligence and analytics as we have seen huge gains in this one business division in a short period of time. Karangkraf Media Group is expanding, and we are glad to utilise the Epicor ERP solution to complement our expanding business needs."

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud, hosted, or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



Contact us for more information on Epicor Products and Services

+65 63338121 | asiamarketing@epicor.com | www.epicor.com/asia

Corporate Office
804 Las Cimas Parkway
Austin, TX 78746
USA
Toll Free: +1.888.448.2636
Direct: +1.512.328.2300
Fax: +1.512.278.5590

Latin America and Caribbean
Blvd. Antonio L. Rodriguez #1882 Int. 104
Plaza Central, Col. Santa Maria
Monterrey, Nuevo Leon, CP 64650
Mexico
Phone: +52.81.1551.7100
Fax: +52.81.1551.7117

Europe, Middle East and Africa
No. 1 The Arena
Downshire Way
Bracknell, Berkshire RG12 1PU
United Kingdom
Phone: +44.1344.468468
Fax: +44.1344.468010

Asia
238A Thomson Road #23-06
Novena Square Tower A
Singapore 307684
Singapore
Phone: +65.6333.8121
Fax: +65.6333.8131

Australia and New Zealand
Suite 2 Level 8,
100 Pacific Highway
North Sydney, NSW 2060
Australia
Phone: +61.2.9927.6200
Fax: +61.2.9927.6298

The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, April 2016. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. The usage of any Epicor software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Epicor personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Epicor software or third party products may require the purchase of licenses for such other products. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. Epicor and the Epicor logo are registered trademarks or trademarks of Epicor Software Corporation in the United States, certain other countries and/or the EU. All other trademarks mentioned are the property of their respective owners. Copyright © 2016 Epicor Software Corporation. All rights reserved.